

# Orthovita Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Orthovita Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Orthovita Inc. and its competitors. This provides our Clients with a clear understanding of Orthovita Inc. position in the [Healthcare Equipment and Supplies](#) Industry.

The report contains detailed information about Orthovita Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Orthovita Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Orthovita Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term

solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Orthovita Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Orthovita Inc. business.

### **About Orthovita Inc.**

Orthovita, Inc. operates as a specialty spine and orthopedic company with a portfolio of orthobiologic and biosurgery products. The company's products are based on proprietary biomaterials that have various mechanisms of action in the body.

The company's orthobiologic platform includes products for the fusion, regeneration, and fixation of human bone. Its orthobiologic products are based on proprietary Vitoss Bone Graft Substitute technology and include the Imbibe Bone Marrow Aspiration System used with Vitoss. Several of Vitoss products incorporate the company's proprietary bioactive ceramic glass technology which accelerates bone healing.

The company's orthobiologic products also include Cortoss Bone Augmentation Material and the Aliquot Delivery System used with Cortoss. Cortoss is a synthetic biomaterial that hardens to mimic weight-bearing, cortical bone following injection into spinal vertebrae. Cortoss is an injectable alternative to polymethylmethacrylate (PMMA) bone cement cleared by the U.S. Food and Drug Administration (FDA) for the treatment of vertebral compression fractures.

The company's biosurgery products include Vitagel Surgical Hemostat, Vitasure Absorbable Hemostat, and the CellPaker Plasma Collection System used in conjunction

with Vitagel, and other accessories and delivery products that complement Vitagel product. These products incorporate biosurgical materials to help control bleeding during surgeries.

### Strategic Partnerships

#### Kensey - Vitoss Foam

The company, in 2003, entered into an agreement with Kensey to jointly develop and commercialize certain orthobiologic products based upon Vitoss platform. The new products developed under this agreement are based on internally developed, proprietary Vitoss bone graft substitute material in combination with proprietary resorbable Kensey biomaterials. Kensey has the right to manufacture any approved or cleared products that were jointly developed under the agreement, and the company markets and sells these products worldwide.

#### Angiotech - Vitagel and CellPaker

The company has rights to distribute Vitagel and CellPaker from Angiotech Pharmaceuticals (U.S.), Inc. under a license agreement executed in June 2004 and launched the products in 2005. Under the license agreement: the company has rights to manufacture, market, and sell Vitagel products throughout the world for orthopedic indications, and non-exclusive rights to manufacture, market, and sell CellPaker products throughout the world for all indications; and Angiotech has an option for co-exclusive rights outside the orthopedic field which, if exercised, would permit Angiotech to manufacture, market and sell an Angiotech-branded Vitagel product throughout the world.

The company manufactures Vitagel at facilities in Malvern, Pennsylvania and manufacture CellPaker at subcontractor's facility.

#### Medafor – Vitasure

After obtaining certain non-exclusive rights from Medafor, Inc. to distribute Vitasure Absorbable Hemostat pursuant to a distribution agreement, the company launched the product in 2008. Its territory under the agreement consists of the United States, Australia, Belgium, Germany, Ireland, the Netherlands, South Africa, and the United Kingdom.

## History

Orthovita, Inc. was founded in 1992.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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